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2017

## INFO 365-01 Business Analytics

Lauren Laker

*Xavier University*

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**XAVIER UNIVERSITY  
BUSINESS ANALYTICS (INFO 365)  
Fall 2017**

**Instructor:** Dr. Lauren F. Laker  
B.A. Mathematics & Statistics, Miami University  
B.S. Secondary Math Education, Miami University  
Masters of Business Administration, Xavier University  
PhD Operations, Business Analytics, Information Systems, University of Cincinnati

**Office Hours:** T/TH 1:30-3:30 *or by appointment*  
211 Smith Hall

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**TEXT** Spreadsheet Modeling and Decision Analysis by Cliff T. Ragsdale  
ISBN-13: 978-1-305-94741-2 (8<sup>th</sup> edition)

**Course Description** This course extends a students' basic Excel skill base and introduces the use of Excel to manage day-to-day business functions in the areas of finance, marketing, accounting, operations management, sales, and human resources. Through this course, students will develop a practical understanding of problem solving using spreadsheets. Topics covered will include evaluating the financial impact of data, organization of data for analysis using data tables and Excel scenarios, enhancing decision making using, Solver, and troubleshooting techniques that ensure error-free applications.

**Course Objectives:**

- To develop spreadsheet applications to analyze data and solve business problems.
- Develop practical understanding of problem solving and data analysis to improve decision-making.
- To critically examine ethical issues related to business analytics.

**Prerequisites (INFO220)** It is assumed that students have a working knowledge of basic Internet, Windows, Excel, Word, and PowerPoint skills. Students are expected to have all Excel skills learned in INFO120 & INFO220.

**Student Assessment and Evaluation**

1) Class attendance, participation and discussion	5%
2) Homework Assignments	30%
3) Exam #1	25%
4) Exam #2	25%
5) Final Project	15%

**Grade Distribution**

93-100	A	77-79.9	C+
90-92.9	A-	73-76.9	C
87-89.9	B+	70-72.9	C-
83-86.9	B	60-69.9	D
80-82.9	B-	Below 60	F

## CLASS POLICIES

1. **Attendance** and participation are critical in this course and will be recorded daily. This course is very interactive (hands-on)...*Knowledge is CONSTRUCTED not received.*
2. **No late work accepted.** Assignments are to be submitted on the due date at the beginning of class. Late assignments will not be accepted unless **PRIOR** arrangements have been made with the instructor. A score of zero will be assigned for any assignment received beyond the due date.
3. **No make-up exams/tests.** The skills tests will be taken only the day scheduled in class. A score of zero will be assigned for any missed tests.
4. INFO 365 has a **zero tolerance for academic dishonesty**.
5. **Technology:** The use of the computers during class should be used **ONLY** for the material. They are not to be used for any other purpose (email, instagram, etc.) during class time.

## ACADEMIC HONESTY

"All work submitted for academic evaluation must be the student's own. Certainly, the activities of other scholars will influence all students. However, the direct and unattributed use of another's efforts is prohibited as is the use of any work untruthfully submitted as one's own." The penalty for violation of this policy will be a zero for that assignment if it is a first offense. Subsequent violation will result in an **F for the course**.

You are encouraged to work and study with other students in class and to learn from one another as opportunities provide. However, turning in the work of another or providing your work to someone else will be considered academically dishonest. It is my tendency to handle such cases with the severest penalties possible.

## XAVIER UNIVERSITY VISION STATEMENT

"Xavier men and women become people of learning and reflection, integrity, and achievement, in solidarity for and with others."

## WILLIAMS COLLEGE OF BUSINESS MISSION

"We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition."

### Office of Student Success

Phone: 513-745-3036

Location: 514 Conaton Learning Commons

Email: [studentretention@xavier.edu](mailto:studentretention@xavier.edu).

The Staff in the Office of Student Success is available to assist students to make the most of their Xavier experience. Personal staff consultations, success coaching, referrals to on-campus Solution Centers, and guiding students to effectively navigate their college experience are central to our work. Please visit [www.xavier.edu/student-success](http://www.xavier.edu/student-success) to learn more by visiting them at the CLC.

Qualified students with disabilities who will require disability accommodations in this class are encouraged to make their requests to me by sharing their Accommodation Letters with me at the beginning of the semester either during office hours or by appointment. Disability related information is confidential. If you have not previously contacted Disability Services, I encourage you to do so by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail to Cassandra Jones at [jonesc20@xavier.edu](mailto:jonesc20@xavier.edu), to coordinate reasonable accommodations as soon as possible as accommodations are not retroactive.

## Tentative Schedule

Week	Tuesday	Topic
1	08/22	Introduction to Business Analytics (Ch 1)
2	08/29	Optimization and Linear Programming (Ch 2)
3	09/05	Modeling and solving LP Problems in a Spreadsheet (Ch 3)
4	09/12	Modeling and solving LP Problems in a Spreadsheet (Ch 3)
5	09/19	Sensitivity Analysis, Simplex Method (Ch 4)
6	09/26	<b>Exam #1 (Chapters 1, 2, 3)</b>
7	10/03	Sensitivity Analysis, Simplex Method (Ch 4)
8	10/10	Integer Programming (Ch 6)
9	10/17	Integer Programming (Ch 6)
10	10/24	Integer Programming (Ch 6)
11	10/31	Network Modeling (Ch 5)
12	11/07	Network Modeling (Ch 5)
13	11/14	Goal Programming (Ch 7)
14	11/21	<b>Exam #2 (Chapters 4, 5, 6)</b>
15	11/28	Ethics in Business Analytics
16	12/05	Project Work
17	12/12	<b>Project Presentations</b>